

APRIL 7, 2017

# Proposal for Branding Services

# LA FASHION DISTRICT



SUBMITTED BY

circlepoint®

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April 7, 2017



Ms. Ariana Gomez  
LA Fashion District  
110 E. 9th Street, Suite A-1175  
Los Angeles, CA 90079

Re: Request for Proposal for Branding Services

Dear Ms. Gomez,

Thank you very much for the opportunity to submit our proposal to provide creative services for a new brand showcasing the evolution of the LA Fashion District (Fashion District). Our efforts will help the Fashion District realize its vision to refresh and unify its brand; reposition the Fashion District as one of downtown Los Angeles' premier destinations for leisure and business; and attract prospective property owners, businesses, and residents.

**We believe in activated brands and know from experience that a fresh, dynamic website can provide a vital presence for a destination brand in the online landscape - where first impressions are often formed and plans are made.** As part of our commitment to helping the Fashion District undertake a meaningful and actionable re-branding effort, we would like to offer a phased refresh of the Fashion District's current website as part of the re-branding effort. This work can be phased in accordance with available resources, beginning with a robust, mobile-friendly microsite that can be maintained by Fashion District staff and strategically adding functionality and content as resources permit.

**As the team that recently developed a fresh, authentic brand identity and dynamic website for Oakland Central in Oakland's Uptown & Downtown Business Improvement Districts (BIDs), Circlepoint is particularly well suited for this rebranding effort.** Our team brings unparalleled experience providing cities and public agencies with branding and web development services that are collaborative, creative, and strategic. Our in-house creative team specializes in brand positioning and website design services, which we have successfully provided for a variety of agencies and organizations, including the City of Glendale, the Los Angeles Zoo, the City of Oakland, the City of Brisbane, the City of San Jose, Orange County Transportation Authority, and many others. Our branding and identity work successfully illuminates core messages and triggers immediate recognition.

The distinguishing characteristics of our team include:

- A State of California-certified small business with 30 years of experience helping public agencies effectively inform, educate, and involve communities, agency partners, and the media in projects and programs;
- Firsthand knowledge of the history and character of downtown Los Angeles and its various communities;
- Award-winning creative professionals who specialize in building brands that lead to direct action and results; and
- A talented in-house web development team who also brings experience with the latest technology trends in optimal User Experience (UX) and User Interface (UI) design.

As the project manager, I will provide the comprehensive oversight necessary to ensure the best strategies are employed, the full resources of our team are applied, and your objectives are met. The enclosed proposal is valid for 90 days and outlines our qualifications and the key steps we will follow to create an outstanding brand identity program that reflects the area's unique attributes and activities. Please contact me with any questions about our proposal. We look forward to working with your staff and consulting personnel on this important effort.

Sincerely,

A handwritten signature in blue ink that reads "Nathan Wheadon".

Nathan Wheadon Project Manager  
714.617.4921 | n.wheadon@circlepoint.com

# FIRM PROFILE

For 30 years, Circlepoint has developed and delivered communication strategies that address complex issues by informing, educating, and engaging diverse interests to solve community challenges. We help our clients navigate the ever-changing landscape of communications and media to engage stakeholders and motivate positive behavior change. Our purpose is to use engaging strategies and unparalleled creative work to challenge the status quo.

Circlepoint delivers full-service marketing support, from conceptual design to campaign strategy and planning through implementation and evaluation. Our visual communications enhance a brand, convey messages, and create impact. Our promotional campaigns reach target audiences across multiple channels to change perceptions and motivate action. **Our branding and identity work illuminates core program messages and triggers immediate recognition, and our interactive materials support a brand by inviting and enabling audiences to become active participants.**

Circlepoint has developed unique and engaging brands for a variety of clients, projects, and programs throughout California. **We have had great success creating and implementing innovative branding solutions because we understand that branding is not a "one-size-fits-all" service.** For the Fashion District, we will employ an inclusive approach that motivates key stakeholders by appealing to their interests, preferences, and motivations. We will demystify the science of branding and utilize tactics that are designed to draw out common values and tap into what makes a destination unique and desirable. The result will be an authentic brand uniquely crafted to inspire engagement and direct action.

Our approach to web design is user-centric; we focus on delighting the user with an intuitive interface (UI) and a satisfying experience (UX) that keeps them coming back. **As a firm that works almost exclusively with public sector clients, we are experienced at creating websites "built to grow" with scalable architecture that can be developed in phases as resources become available. We also use client-friendly development platforms with custom dashboards designed to streamline regular site updates and empower client teams to keep the site up-to-date with minimal effort.**

## OAKLAND

1814 Franklin Street  
Suite 1000  
Oakland, CA 94612  
p. 510.285.6700

## LOS ANGELES

5971 W. Third Street  
Los Angeles, CA 90036  
p. 323.274.7730

## ORANGE

836 Town and Country  
Road, Building C  
Orange, CA 92868  
p. 714.653.1151

## SACRAMENTO

455 Capitol Mall  
Suite 410  
Sacramento, CA 95814  
p. 916.658.0180

## SAN JOSE

40 A/B S. First Street  
San Jose, CA 95113  
p. 408.380.4100

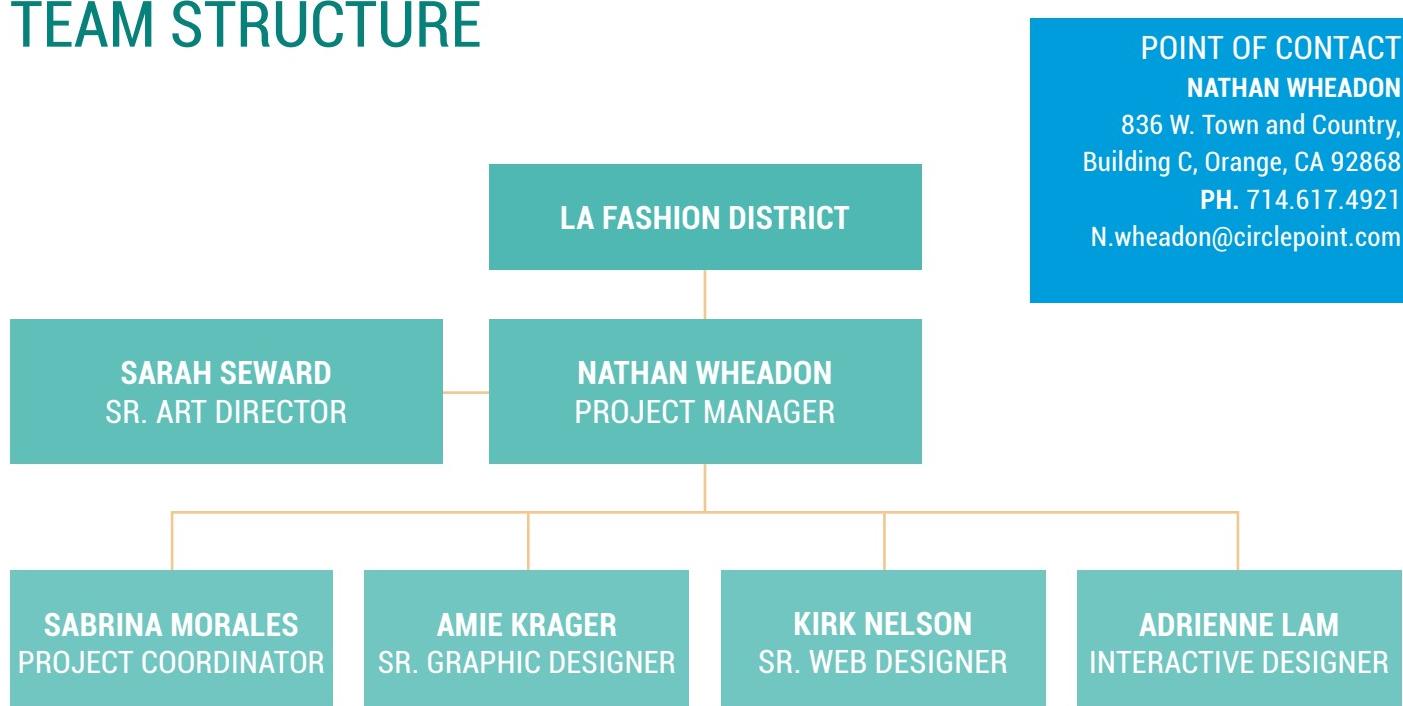
[WWW.CIRCLEPOINT.COM](http://WWW.CIRCLEPOINT.COM)

# OUR TEAM

Circlepoint prides itself on the high caliber of our employees and the work we do. For this proposal, we have assembled a dynamic team to offer branding and web design and development services for the Fashion District. We have structured the team to be flexible enough to turn around projects on tight deadlines and offer additional services, if needed.

Our team will be led by Project Manager Nathan Wheadon, who has produced highly successful brands, websites and marketing campaigns throughout Southern California. Nathan will serve as the primary point of contact and work closely with Sarah Seward, our passionate Senior Art Director with over 16 years of experience in the creative field. Nathan and Sarah will be supported by a talented team of graphic artists, web designers and other creative communications specialists. We've included brief introductions to the Circlepoint team to demonstrate their skills performing the work requested and responsibilities that the Fashion District may request.

## TEAM STRUCTURE



### POINT OF CONTACT

#### NATHAN WHEADON

836 W. Town and Country,  
Building C, Orange, CA 92868

PH. 714.617.4921

N.wheadon@circlepoint.com

#### NATHAN WHEADON, PROJECT MANAGER

Nathan will serve as the primary point of contact for Fashion District staff and manage the project team and deliverables.

#### SARAH SEWARD, SENIOR ART DIRECTOR

Sarah will provide art direction, creative strategy, messaging, and graphic design services.

#### SABRINA MORALES, PROJECT COORDINATOR

Sabrina will track project tasks, schedules, communications and meetings on a day-to-day basis, providing key project coordination and support.

#### AMIE KRAGER, SENIOR GRAPHIC DESIGNER

Amie will provide logo development and graphic design for print and interactive media.

#### KIRK NELSON, SENIOR WEB DESIGNER

Kirk will lead the website development and provide UX/UI strategy and web development and design services.

#### ADRIENNE LAM, INTERACTIVE DESIGNER

Adrienne will support website development and design by providing interactive design assets, as well as mobile design and web development services.



## NATHAN WHEADON

### Project Manager

Nathan is a marketing and communications professional with expertise in content strategy, project management, media planning and buying, and comprehensive campaign planning, development and implementation. His technical expertise includes social media, email marketing, online and print marketing, content creation and branding. Nathan is experienced in managing website development, marketing, public engagement, graphic design, print and web media, public relations, customer service, events, budgeting, planning, contract management and staff management. With an editorial background, Nathan always seeks an innovative approach to tell a compelling story.

#### EXPERTISE

- Content Strategy
- Website Management
- Online Marketing
- Copywriting

#### EDUCATION

- B.A., Communications (with emphasis in Print Journalism), California State University, Fullerton

#### SELECTED PROJECT EXPERIENCE

- **Content Strategist**, Oakland Central, Uptown and Downtown Oakland
- **Content Strategist**, Citrus Heights Water District (CHWD) Communications
- **Project Manager, Content Lead**, Peninsula Clean Energy Marketing and Communications
- **Project Manager, Content Lead**, Office of Sustainability Website, San Mateo County
- **Content Strategist**, Affordable Housing Task Force Branding & Website, San Mateo County
- **Project Manager, Content Lead**, Glendale Recycles, City of Glendale
- **Project Manager, Content Lead**, Los Angeles Zoo Master Plan & Website, Los Angeles Zoo & Botanical Gardens



## SARAH SEWARD

### Senior Art Director

Sarah is a creative professional with over 16 years of experience and expertise in creative direction, place-making, branding and identity development and interactive design. Her technical skill set includes concept development, brand strategy, messaging and UX/UI design. Sarah is experienced in managing brand creation, website design, graphic design, print and web media, customer service, events, budgeting, planning, contract management and staff management. Sarah values design rooted in authenticity and thrives on elevating design for public sector clients.

#### SELECTED PROJECT EXPERIENCE

- **Senior Art Director, Creative Lead**, Oakland Central, Uptown and Downtown Oakland
- **Senior Art Director, Creative Lead**, Brisbane Baylands
- **Senior Art Director, Creative Lead**, Peninsula Clean Energy Marketing and Communications
- **Senior Art Director, Creative Lead**, "Bring Your Own Sac" Campaign, Sacramento Plastic Bag Ban, City of Sacramento – Recycling & Solid Waste Division
- **Senior Art Director, Creative Lead**, Elmhurst Food to Fuel Program, City of Sacramento
- **Senior Art Director**, Mt. View Sanitary District (MVSD) Public Information Services
- **Senior Art Director**, Citrus Heights Water District (CHWD) Communications
- **Senior Art Director, Creative Lead**, Affordable Housing Task Force Branding & Website, San Mateo County

#### EXPERTISE

- Creative Direction
- Conceptual Development
- Brand & Identity
- Interactive Design
- Project Management
- Messaging

#### EDUCATION

- B.F.A., Graphic Design, Academy of Art University



## SABRINA MORALES

Project Coordinator

Sabrina is a strategic communications associate with six years of professional experience in marketing and public outreach in the fields of planning, transportation, and education. Passionate about enhancing civic engagement, economic vitality, and neighborhood revitalization, she strives to collaborate with diverse stakeholders to increase public participation of underserved communities. Sabrina's expertise includes public outreach, copywriting, webmastering, social media marketing, event planning, database management, and Spanish language fluency (written and verbal).

### EXPERTISE

- Project Coordination
- Public Engagement
- Marketing
- Copywriting

### EDUCATION

- M.A., Applied Anthropology San José State University, 2012

### SELECTED PROJECT EXPERIENCE

- **Project Coordinator**, Oakland Central, Uptown and Downtown Oakland
- **Project Coordinator**, Oakland Recycles, City of Oakland
- **Project Coordinator**, Napa Local Foods Website, County of Napa
- **Project Coordinator**, ACEforward Altamont Corridor, Alameda Corridor Express
- **Project Coordinator**, EPA Region 9 Remediation Services Community Outreach, Sunnyvale Triple Site



## AMIE KRAGER

Senior Graphic Designer

Discovering the deeper meaning behind a message and being able to communicate it in a way that is not only clear, but also visually stimulating, has always been an important goal for Amie. With a degree in Graphic Design and Anthropology, Amie has developed an understanding of how design can be a powerful aid in delivering important issues to specific audiences. She also enjoys creative problem solving while designing a product that is successful aesthetically and functionally. Her experience includes print work, branding and identity, illustration and information design, web layout and environmental signage.

### EXPERTISE

- Branding and Logo Development
- Web Design
- Illustration
- Print & Collateral

### EDUCATION

- B.F.A., Graphic Design, Academy of Art University

### SELECTED PROJECT EXPERIENCE

- **Senior Graphic Designer**, "Bring Your Own Sac" Campaign, Sacramento Plastic Bag Ban, City of Sacramento – Recycling & Solid Waste Division
- **Senior Graphic Designer**, Elmhurst Food to Fuel Program, The City of Sacramento
- **Senior Graphic Designer**, Oakland Central, Uptown and Downtown Oakland
- **Senior Graphic Designer**, Brisbane Baylands
- **Senior Graphic Designer**, Peninsula Clean Energy Marketing and Communications
- **Senior Graphic Designer**, Mt. View Sanitary District (MVD) Public Information Services
- **Senior Graphic Designer**, Citrus Heights Water District (CHWD) Communications
- **Senior Graphic Designer**, San Mateo County Affordable Housing Task Force Branding & Website



## KIRK NELSON

Senior Web Designer

Kirk Nelson has over 15 years of experience designing and developing websites for clients in a diverse range of industries, including transportation, healthcare, real estate, legal, advertising, consulting services, and the arts. He is skilled in print design, web site architecture, creative layout, hand scripting, and implementation of Content Management Systems. He is meticulous about user experience and imposes strict quality standards and adherence to accessibility standards in all his work. Kirk constantly educates himself on current web technology and development to stay abreast of web design and technology trends and best practices for mobile and web browsers alike.

### EXPERTISE

- Implementation of Dynamic, Database-driven Websites
- Website Concepting, Layout, User Interface and Navigation Design
- QA/QC

### EDUCATION

- Computer Graphics and Animation MCAD, Minneapolis, MN

### SELECTED PROJECT EXPERIENCE

- **Senior Web Designer**, "Bring Your Own Sac" Campaign, Sacramento Plastic Bag Ban, City of Sacramento – Recycling & Solid Waste Division
- **Senior Web Designer**, Elmhurst Food to Fuel Program, City of Sacramento
- **Senior Web Designer**, Oakland Central, Uptown and Downtown Oakland
- **Senior Web Designer**, Brisbane Baylands
- **Senior Web Designer**, Peninsula Clean Energy Marketing and Communications
- **Senior Web Designer**, Mt. View Sanitary District (MVD) Public Information Services
- **Senior Web Designer**, Citrus Heights Water District (CHWD) Communications
- **Senior Web Designer**, San Mateo County Affordable Housing Task Force Branding & Website



## ADRIENNE LAM

Interactive Designer

A skilled interactive designer, Adrienne is a multidisciplinary artist who is passionate about designing for projects that have a positive impact on communities. Her technical skill set includes user-based interface design (UI/UX), wireframing, HTML, Wordpress administration, responsive (mobile) web development, app development, illustration and animation. Adrienne supports all phases of web projects, from conceptual design mockups and development to ongoing innovation and maintenance.

### SELECTED PROJECT EXPERIENCE

- **Interactive Designer**, "Bring Your Own Sac" Campaign, Sacramento Plastic Bag Ban, City of Sacramento – Recycling & Solid Waste Division
- **Interactive Designer**, Elmhurst Food to Fuel Program, The City of Sacramento
- **Interactive Designer**, Oakland Central, Uptown and Downtown Oakland
- **Interactive Designer**, Peninsula Clean Energy Marketing and Communications
- **Interactive Designer**, Mt. View Sanitary District (MVD) Public Information Services
- **Interactive Designer**, Citrus Heights Water District (CHWD) Communications
- **Interactive Designer**, San Mateo County Affordable Housing Task Force Branding & Website
- **Interactive Designer**, Los Angeles Zoo Master Plan & Website, Los Angeles Zoo & Botanical Gardens

*We believe every opportunity to communicate with prospective property owners, businesses, residents, and visitors is an opportunity to make a connection.*

## A Vision for the LA Fashion District

It's time for a united LA Fashion District where forward thinkers and passionate professionals collaborate to foster an exciting environment where diverse business and commerce sets a new precedent for today and tomorrow. At Circlepoint, we know that before a destination can really bloom, area stakeholders must be united and eager to invest. The foundation for a brighter future starts with the LA Fashion District Business Improvement District, its vital services and its ability to act as a beacon to maintain and attract fresh and relevant businesses to the area. **Now is the time to make this vision of a united, thriving Fashion District at the heart of Downtown Los Angeles cultural renaissance a reality.**

We understand the challenges the Fashion District faces, but we also know each challenge presents a new opportunity for improvement. **Disparate industry sectors and Santee Alley's mixed reputation are two key barriers we must overcome; our branding experience with Downtown Oakland has equipped us with proven strategies to do just that.**

Now is the time to rally your sub-districts to help shape an authentic, new narrative for the Fashion District that stands to benefit all of its BID members. **By developing a strong brand story and building an engaging, accessible website, Circlepoint can help usher the LA Fashion District into the next level of awareness and engagement.**

*"Thank you for being such a strong partner in the Oakland Central effort – we literally could not have done this without the incredible Circlepoint team."*

*– Tori Decker, Office & Operations Manager,  
Uptown and Downtown Oakland BIDs*



**EXPLORE**  
*the heart of*  
**OAKLAND**

Visit [OAKLANDCENTRAL.COM](http://OAKLANDCENTRAL.COM) for an insider's view  
to all the very best of Downtown Oakland, from Uptown to  
Jack London and from Lake Merritt to Old Oakland.



**GET THE SCOOP!** View features about local businesses and get to know the wonderful community of people who live and work here.

**FIND OUT WHAT'S HAPPENING!** Check out the dynamic calendar of entertainment, cultural and other events in Downtown Oakland.

**EXPLORE**. Art, dining, culture, shopping, lodging, business and economic information and more. It's all here!

**GET AROUND.** Help visitors from out of town, customers or clients with handy maps, public transportation and directions.

OVER 50 INDEPENDENT RETAIL SHOPS  
MORE THAN 20 MUSIC VENUES  
104+ BARS AND RESTAURANTS  
40+ LOCAL GALLERIES  
260 SUNNY DAYS

NOW GET OUT THERE  
AND EXPLORE! →

LEARN MORE AT [WWW.OAKLANDCENTRAL.COM](http://WWW.OAKLANDCENTRAL.COM)

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#OaklandCentral

## BRANDING

Circlepoint understands the Fashion District's vision to develop a brand that unifies its diverse membership and generates excitement among target audiences. Guiding non-profit clients through the rebranding process is one of Circlepoint's core competencies, and we have developed a clear approach to branding. **Our team knows how to efficiently engage stakeholders; identify brand essence; develop conceptually-driven creative design; and successfully facilitate consensus.** We have provided branding services for over 50 different organizations, including the City of San Jose, the City of Sacramento, Napa and San Mateo Counties, Caltrain, Stanford University, and the National Health Foundation. Our strategy for this effort will include developing a brand identity that honors the Fashion District's strong ties to the fashion industry while repositioning the area as an exciting and thriving hub for leisure and business in downtown Los Angeles.

## KEY INSIGHTS

**UNITING THE FASHION DISTRICT:** To create a successful brand for the Fashion District, we must employ a collaborative process that provides incentive for various industry and sub district leaders to help shape the brand and ensure it resonates with each of the unique BID sectors. This variety of perspectives and voices will help identify an inclusive visual language for the Fashion District that is reflective of the community vision for a lasting brand. Working with public sector brands for 30 years, our team has developed a proven approach to implementing unifying, successful rebrands for organizations with distinct stakeholder groups. **A brand survey, stakeholder interviews and a visioning workshop are key tactics for implementing an inclusive brand strategy.** These tactics allow us to delve deeply into the passions and values that motivate fiercely independent stakeholders and identify the common values. These values often become the main pillars of the brand story which serves as a tool to unite distinct brand attributes.

**RESULTS-DRIVEN APPROACH:** The Fashion District is powered by active professionals, many of whom are busy with the 24/7 operation of running their own businesses. **We understand the value of their time and dollars and will clearly illustrate the scientific process and tangible benefits of rebranding to motivate their engagement.** Circlepoint employs a data-driven, results-oriented approach to branding. At the project kick-off, we will candidly discuss what success looks like for the rebranding effort and identify measurable goals for evaluating that success.



Digital Advertisement



Social Media Event Promo



Outdoor Signage

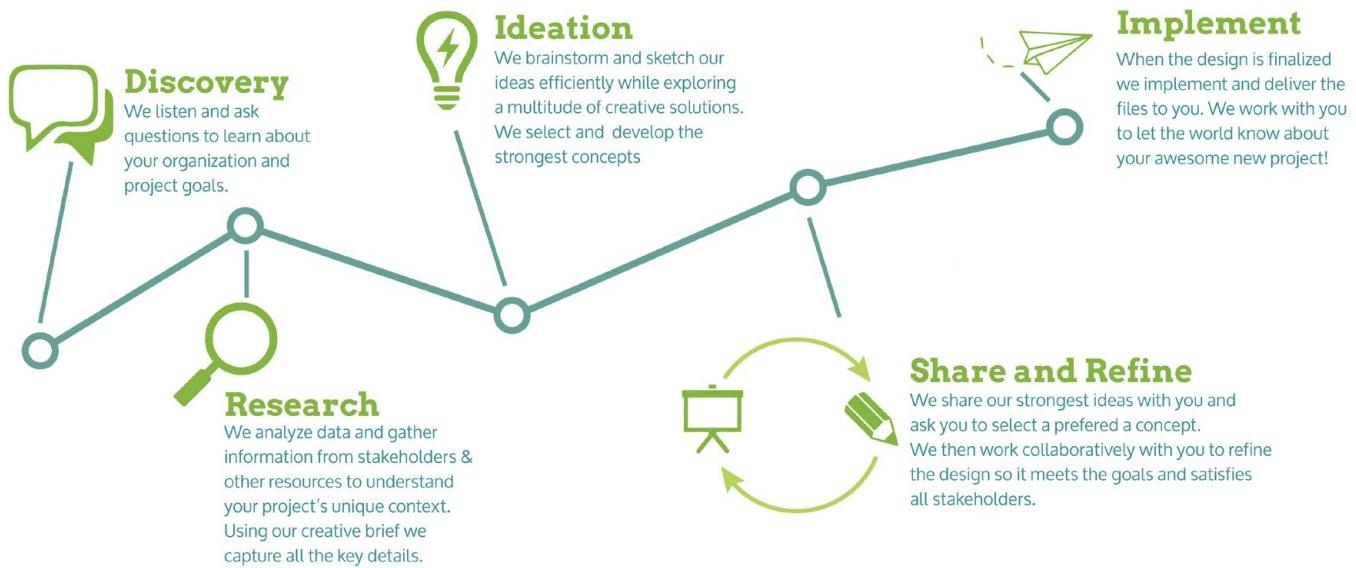
## DISCOVER

**BRAND SURVEY:** To effectively evaluate existing perceptions and brand awareness of the Fashion District, our team will develop a survey for distribution among key constituencies. The information we collect from this survey will help provide benchmark data to guide, measure and evaluate our rebranding efforts.

**BRAND AUDIT:** A comprehensive brand audit and assessment will help our team understand the history underlying the current Fashion District branding and develop strategies for a successful and authentic rebranding effort. During this research phase, we will review the competitive landscape, any existing brand assets, and collateral materials.

## Our Creative Process

OUR PROCESS IS STREAMLINED FOR EFFICIENCY AND DESIGNED TO DELIVER CREATIVE SOLUTIONS OF THE HIGHEST QUALITY.



**STAKEHOLDER INTERVIEWS:** To ensure we obtain insights from both quantitative data (brand survey) and qualitative data (personal accounts), our team will work with Fashion District staff to identify up to five stakeholder representing key constituencies with whom we will conduct in-depth interviews.

**VISIONING WORKSHOP:** This valuable input and analysis will inform a subsequent visioning process, where we will facilitate a strategic brainstorming session with Fashion District staff and key stakeholders. This hands-on, interactive workshop provides education on the branding process, and insights from the research create an inclusive, collaborative environment for defining the brand essence. The visioning workshop is a key tool for facilitating consensus and ensuring all parties have a voice in the process.

**DELIVERABLES:** Brand survey and report; communications audit; up to five stakeholder interviews; one visioning workshop

## CREATE

**BRAND STRATEGY:** We know branding is more than a pretty logo. Our team will use the findings from the discovery process to develop thoughtful brand strategy for a renewed brand identity that will help raise awareness of the Fashion District and the services it provides to engage and excite key target audiences. This strategy will include developing a positioning statement and brand story that set the Fashion District apart from the competition. The brand story will be a cohesive narrative that encompasses the key facts and feelings that are created by your brand. Unlike traditional advertising, which is about showing and telling about your brand, this story must inspire an emotional connection. This connection is key to more effectively engaging and moving audiences to direct action and achieving tangible results.

**LOGO DEVELOPMENT:** The visual brand development will involve producing preliminary logo exploration for client input, followed by refinements and revisions based on your feedback in an iterative process to arrive at the final mark.

**DELIVERABLES:** final logo suite (comprehensive package of file formats); brand strategy (brand story, positioning, messaging framework).

## DEVELOP

**TEMPLATE MATERIALS:** To equip the Fashion District with initial, essential materials for implementing the new brand, our team will develop branded templates, including design for a business card, letterhead, presentation template and social media profile/header graphic.

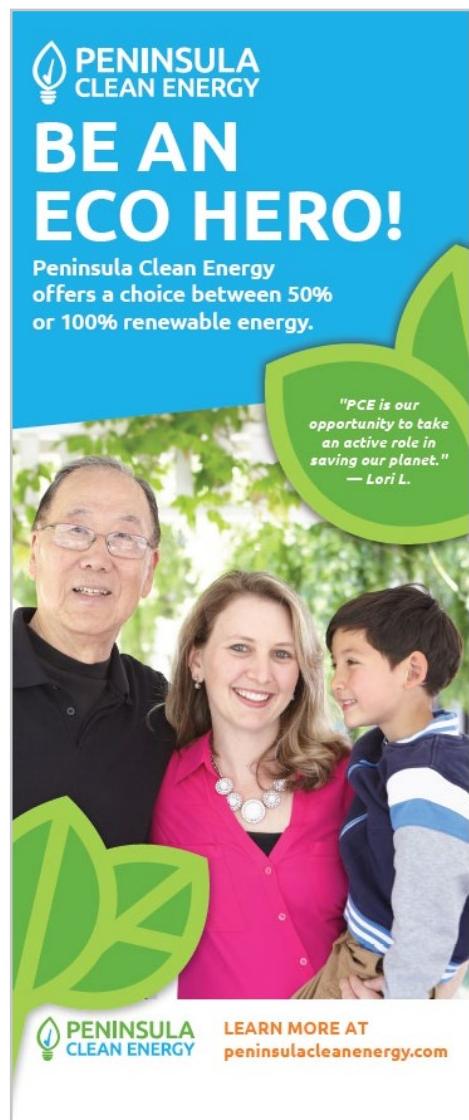
**BRAND GUIDELINES:** To ensure consistent application of the brand, Circlepoint will develop a style guide that outlines proper usage of the logo and other stylistic elements. This style guide can be used to help staff members, partner agencies and other consultants know how the brand should be used to ensure consistency of messaging and style.

**DELIVERABLES:** Template materials, brand guidelines

## LAUNCH (phased/optional)

**BRAND IMPLEMENTATION:** Circlepoint will develop a brand roll-out plan that creates a framework for brand launch and key messaging to be implemented through a supporting campaign. Circlepoint is adept at delivering the entire suite of communication materials and recommends producing promotional materials as part of the brand launch. These materials can include posters or avenue banners, local transit ads, buttons, tote bags and social media graphics with the new branding. If the Fashion District prefers, this part of the effort can be phased as resources are available.

**DELIVERABLES:** Brand roll-out plan; poster/banner design, mailer design, button design, and tote bag artwork; up to three social media/email graphics



Pop-Up Banner Designed for Peninsula Clean Energy Tabling Events



Branded Promotional Materials Developed for Oakland Central: Sunglasses, Key Chain and Bike Bell

# WEBSITE DESIGN AND DEVELOPMENT

Circlepoint has decades of experience designing websites for public sector agencies and non-profit clients. With this experience comes a deep understanding of how the web works and how it differs from other media. Our approach to web design incorporates the best practices of User Experience (UX), Interactive Architecture (IA), interactive design, and more. Our passion to design for the public sector has honed our approach to website design into methods based firmly in usability and focused on user-centric interfaces for both back-end and front-end experiences. Our web development, creative services, and communications teams all work seamlessly together, which allows Circlepoint to apply a holistic approach to developing websites.

## KEY INSIGHTS

**ENGAGING INDUSTRY CLUSTERS:** We understand the new website will be a key tool for activating industry clusters in manufacturing, tourism and hospitality, design, floral craft, artists and creative community, and food and entertainment. As such, we will tailor the design and interactive features according to the target audiences with the understanding that each audience has their own interests, preferences, motivations, and barriers. The website we develop for the Fashion District will promote the area as an optimal location for growing companies, investors, and potential visitors, employees and residents.

**HIGHLIGHTING INCENTIVES AND PARTNERS:** The website design will provide many opportunities to promote incentives and partners. These features will position the Fashion District as the center of Downtown Los Angeles cultural renaissance. The abundance of unique experiences will set the Fashion District apart from the competition and the diversity of partnerships will help establish credibility. Partnering with related businesses and organizations also creates opportunities for cross promotion to increase the site's discoverability.

## DISCOVER

**REQUIREMENTS GATHERING:** During this discovery phase, we will work with Fashion District staff to identify the priorities and technical parameters and functional requirements for the site. We will outline which elements of the site will be directly editable by Fashion District staff. We will also map out expectations about platform requirements and functionality for unique features.

**PRODUCTION SCHEDULE:** We will work with the Fashion District to determine a desired launch date and develop a schedule by working backwards and reverse engineering our production schedule. We will schedule the required milestones so the Fashion District staff has the appropriate turnaround time for approval at each stage.

**DELIVERABLES:** Production schedule, documentation of requirements

## SELECTED WEB DESIGN

<http://www.oaklandcentral.com>

<http://glendalerecycles.com>

<http://homeforallsmc.com>

<http://www.peninsulacleanenergy.com>

<http://seachangesmc.com>

<http://2500elcamino.com>

<http://munifoward.com>

<http://sftransportation2030.com>

<http://bonairbridge.com>

<http://mvsd.org>

<http://4eastcounty.org>

<http://80smartcorridor.org>

<http://CHWD.org>

<http://vista2035epa.org>

## PLAN

**SITEMAP AND CONTENT MIGRATION:** We will collaborate closely with Fashion District staff to develop a sitemap, which will provide a high-level overview of the website hierarchy and serve as a starting point for outlining content organization and which existing materials, if any, will not be migrated to the new site. Based on the approved sitemap and wireframes, our team will work with the Fashion District staff to develop an index of the current content that will be migrated to the new website. Once the index is complete, our team will assist Fashion District staff in reviewing, optimizing, and migrating the content to the new platform. Multiple layers of review will provide quality assurance that the migrated content is comprehensive and web appropriate.

**WIREFRAMES:** Our team will develop website wireframes to serve as visual guides representing the skeletal framework of the site. The wireframes will show the page layout or arrangement of the content, including interface elements and navigational systems, and how they work together, sans typographic style, color, or graphics, since the main focus lies in functionality, behavior, and priority of content. In other words, it focuses on what a screen does, not how it looks.

**DELIVERABLES:** Content matrix, optimization, organization and import; up to two draft and final sitemap and wireframes

## CREATE

**CONCEPTING:** Developing conceptual design directions is a key part of the process where conceptual thinking meets creative execution. Our conceptual process involves integrating the central themes and messages of the site with the UX to best achieve the overall goals of the site. The resulting design mockups provide an approximation of how the design will appear in the browser.

**CREATIVE DEVELOPMENT:** Once a concept is chosen, Circlepoint will work with staff to begin developing, identifying and optimizing the remaining copy, content and asset library for the site. This process allows us to create a meaningful and effective UX, solidify the look of the site in the project's early stages, and streamline the transition from design into a working website by eliminating the need for an iterative approach at the development stage.

**MOBILE-FRIENDLY DESIGN:** Circlepoint specializes in mobile-first, "responsive" design, meaning the sites we design can adapt to the size of the device being used. The principles of responsive design include a legible text size, link spacing and limiting the need to zoom or scroll to digest content. Making websites mobile friendly exposes them to a wider audience and prevents them from being demoted in Google rankings.

**DELIVERABLES:** Two draft design directions, one finalized design direction

The mobile mockup displays the following sections:

- ADVENTURES & EXPERIENCES**: A banner with the text "unlike any other place". Below it is a section titled "THIS IS OAKLAND CENTRAL" with a welcome message and a "Learn More" link. It features four categories: "NIGHTLIFE" (image of a crowded bar), "SHOPPING" (image of a storefront), "ARTS & CULTURE" (image of a person painting), and "DINING" (image of food).
- FOLLOW US**: A section featuring a large image of a crowded outdoor event and a purple header with the text "FOLLOW US". Below the image is a paragraph of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Learn More".
- HAPPENINGS**: A section featuring a large image of a concert or festival crowd and a purple header with the text "HAPPENINGS". Below the image is a paragraph of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Learn More".
- THE SCOOP**: A section featuring a large image of a woman with a flower in her hair and a purple header with the text "THE SCOOP". Below the image is a contact information section for "REGINA'S DOOR" with fields for "www.website.com", "Phone Number", and "Address", followed by a "Featured Scoop Post" link.

Oakland Central Mobile Mockup

## DEVELOP

**SITE DEVELOPMENT:** Once the design is approved, Circlepoint will begin the development process of making HTML/CSS files from the design. Front-end development will take place alongside, while Circlepoint waits for the completed text, photos, and other content for. Once the approved design is converted into HTML/CSS, Circlepoint will also integrate it into the content management system (CMS) as a design template. This way, Fashion District staff will be able to create future pages internally.

**RESPONSIVE DESIGN:** A user-centric, front-end design approach also includes a "mobile-first" design structure accessible via a wide range of operating systems and devices. The new website design will be optimally configured for the full range of mobile devices and other screen sizes, enabling users to effectively access the site anywhere, anytime.

**SOCIAL MEDIA INTEGRATION:** Circlepoint understands the tremendous power of social networks and has a wealth of experience implementing social media solutions for agencies that dramatically increase discoverability, deepen user engagement and help connect with otherwise hard to reach audiences. Automated aggregators and social feeds are two simple ways to integrate dynamically populating, curated, social content into the Fashion District's new website. Designing social functionality so that content on the site is easy for users to share on their networks is another essential strategy for socializing the sites.

**DELIVERABLES:** Regular status reports and check ins

## TEST

**BETA SITE:** Circlepoint will develop a beta site to provide a real-world environment to test all aspects of the site and offer an important, predictive benchmark for real-world performance. Our team will utilize the beta site to identify and correct usability challenges. During this time, the team will identify and fix bugs to improve quality; evaluate real-world impact of known issues; perform regression testing on solved issues; analyze and improve real-world performance; test real-world compatibility; and study and improve the UX.

### QUALITY ASSURANCE/QUALITY CONTROL (QA/QC):

Our team will use a standardized QA/QC method to ensure every aspect of the site works as it was intended to work and looks as it was intended to look. The process includes initial site-specific test plans, a round of browser testing, accessibility compliance testing, and an integration phase during which key stakeholders can evaluate functionality. This rigorous testing process ensures the site will display as intended on popular versions of Internet Explorer (8+), Firefox (latest), Chrome (latest), and Safari (Mac and iOS - latest). A thorough round of responsive testing is also conducted to ensure the site displays optimally on popular mobile devices, such as iPhone, iPad, and Android devices.

**DELIVERABLES:** Beta site for each website, development environments for testing, staging sites for testing, client preview of functionality



### Browser QA / QC - Web team

This involves the web team looking at the website in actual browsers. This includes testing on all modern desktop browsers (Mac, Windows), Internet Explorer 8 and up, Tablets (iOS, Android), and mobile phones (iOS, Android).



Mac / Safari



Mac / Chrome



Mac / Firefox



Windows / Chrome



Windows / Firefox



Windows / Internet Explorer



iPad



iPhone

Typical Browser  
QA / QC Workflow

## LAUNCH

**SITE LAUNCH:** At the time of launch, we will perform a series of final checks and test according to our best practices protocol. This includes testing navigation and links, checking that the site databases are being read correctly, testing integration with third party plug-in software or services, making sure all permalinks are working correctly for all content types, and cleaning up site user permissions.

**SEARCH ENGINE OPTIMIZATION (SEO):** We also ensure basic SEO has been set up, backing up the files and database at launch, configuring the site for Google analytics, and scheduling any future maintenance check-ins, if needed.

**TRAINING MATERIALS AND SESSIONS:** To empower Fashion District staff to handle day-to-day maintenance of the site, Circlepoint will provide a training session and documentation ensuring a seamless post-launch transition. Our team will develop training materials and conduct a screen sharing session to familiarize Fashion District staff with the CMS dashboard and walk through common tasks. The screen share will be recorded to serve as an on-going resource.

**DELIVERABLES:** Activate Google analytics, complete SEO, connect social media account(s), launch site, CMS handbook, screenshare training

## TIMELINE

The timeline below represents sample work-flow indicating stages and the many tasks that can be done concurrently. At the project kick-off, our team will work closely with Fashion District staff to identify schedule constraints and reverse engineer the project schedule based on those needs.

	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15
<b>Project Kick-Off (branding and website)</b>															
<b>Branding</b>															
Discovery - Survey, Audit, Interviews, Visioning Workshop															
Creation - Brand Strategy, Logo Development															
Development - Template Materials, Brand Guidelines															
<b>Website Design and Development</b>															
Discovery - Requirements Gathering, Production Schedule															
Planning - Content Matrix, Sitemap, Wireframes															
Creation - Visual mockups (desktop and mobile)															
Development - HTML, Database, CMS															
Testing - Beta site, QA/QC															
Launch - SEO, Training Session and Materials															
<b>Brand Launch</b>															
Roll-out Plan															
Launch Materials Design															

# WORK SAMPLES

## RECENT BRAND IDENTITY



MUNI  
FORWARD



CalMod

SEA CHANGE  
SAN MATEO COUNTY



# OAKLAND CENTRAL

## Branding and Website Design

The Downtown Oakland Association and the Lake Merritt/Uptown Partnership Association partnered with Circlepoint to develop a new brand identity and accompanying website showcasing Oakland's Uptown and Downtown Partnerships. The challenge was to communicate the area's unique character and spirit in order to unite the communities and attract prospective property owners, businesses, residents, and visitors despite lingering negative perceptions about Oakland.

To build an authentic brand, the city's prolific namesake, the oak tree, was incorporated into the logo to help infuse the excitement of a new brand and campaign with a thread of authenticity and familiarity among locals. Through the use of photography and a diversity of voices and perspectives, the brand successfully brings together a multitude of values, cultures and demographics by focusing on what they have in common - they are all pumping life-blood into the heart of Oakland.

The cornerstone of the campaign is a dynamic website that creates a central resource for sharing the great stories, events, and happenings the heart of Oakland has to offer. The message-driven, image-rich website showcases work from local photographers and includes many unique features to create an engaging online experience. These features include the Scoop, which profiles local businesses, amenities, and community leaders, and the Buzz, which automatically curates social conversations related to the Oakland Central brand in one streaming feed by using a social media aggregator. [Please see the attached case study for more details.](#)



A composite image showing four different devices displaying the Oakland Central website. On the top left is a laptop screen showing the homepage with sections for "GETTING AROUND", "HAPPENINGS", and "THE BUZZ". The top right shows a desktop monitor displaying the "THE BUZZ" section, which is described as "the community VOICE" and features a photo of a person working on a wall. Below the laptop is a tablet screen showing the "GETTING AROUND" section, which includes a map and text about the area's central location. On the bottom right is a smartphone screen showing a single-column news feed with various articles and images. All devices are set against a dark background.

# BRISBANE BAYLANDS

## Branding and Website Design

Universal Paragon Corporation (UPC) hired Circlepoint to create an inviting brand identity that defines the project, reflects Brisbane's unique attributes and qualities, and contributes to the development team's place-making efforts. As a first step, Circlepoint conducted a comprehensive brand audit and assessment. During this research and listening phase, we reviewed existing brand assets, collateral materials, media coverage, and the online landscape. We immersed ourselves in the project by participating in tours of the site, conducting interviews with key stakeholders and UPC staff, and facilitating a focus group with members of the Brisbane community.

This valuable input and analysis informed the subsequent visioning process, where we facilitated strategic brainstorming sessions with UPC staff. Our team used the findings from the visioning process to develop a new brand identity and strategy, including a logo, tagline and style guide. Once a final direction was selected, we designed a full suite of branded outreach materials and templates for use through the project development process.



# BRISBANE BAYLANDS

## CONNECT WORK LIVE



# BRISBANE BAYLANDS PROJECT INFORMATION

# ORANGE COUNTY BIKE AWARENESS

## Branding and Marketing



OCTA hired Circlepoint to provide comprehensive marketing and branding services to improve the reach and effectiveness of its active transportation programs.

Circlepoint rebranded OCTA's Active Transportation Program as OC Bike and OC Walk with accompanying graphics. Our creative team developed a new look-and-feel for all OC Bike and OC Walk materials, including a new, easy-to-use, pocket-sized Orange County Bikeways Map. We also created an on-line application to encourage bicycling during Bike Month, along with accompanying graphics to show the total distance pledged. In all, the app garnered 769 pledges for a total of 89,000 miles—enough miles to bike around the world three times.



A booklet titled 'LOGO USAGE' and 'COLOR PALETTE' containing guidelines for using the OC Bike and OC Walk logos. It includes sections on minimum size, lockup with agency logo, color palette, color combinations, and black &amp; white/grey reversed out versions. It also provides clear space requirements and a note about the OCTA logo placement.

# Glendale Recycles

Branding and Web Design



The City of Glendale hired Circlepoint to develop a program brand and outreach campaign to reduce waste by increasing awareness of donation and reuse of resources to decrease dependence on the City's bulky item collection program, and reducing the Division's current contamination rate of 20% by at least half.

Circlepoint is in the process of launching the branding with an educational outreach campaign to educate Glendale residents about recycling and the effects of behavior change through reduced waste stream contamination and reduced use of bulk item collections. The brand is used on all outreach materials throughout the Department to increase awareness in the community and provide cohesiveness for all external communications. We are currently developing collateral for the initial push of the campaign, including a pre-campaign survey letter, a recycling tote bag with educational flyer, door hangers, and posters for common areas in apartment buildings.

We are launched a one-page portal website for the campaign that links back to key information on the city website, with information organized in an understandable and easy-to-digest format. The website includes an interactive recycling quiz that encourages site visitors to share their results on social media.

**RECYCLE RIGHT - IT'S FREE AND EASY WITH YOUR REUSABLE TOTE BAG!**

Let's increase recycling and reduce waste in Glendale! You're receiving this free reusable tote bag because recycling starts at home. All you have to do is use it! Reuse bags for approved items before taking them to your recycling or drop-off center.

Recycling is the easiest way to help conserve natural resources, prevent pollution, save energy, and reduce harmful greenhouse gas emissions.

**We've got recycling in the bag!**  
Recycle right - separate it, don't contaminate it!

**Recycle These Items:**

- Cardboard
- Cartons (juice & milk)
- Glass
- Metal (cans & other scrap metal)
- Paper (junkmail, magazines & newspapers)
- Plastic (bottles, jugs & containers)

**NOT These Items:**

- Coffee Cups
- Food Soiled Paper
- Medical Waste
- Pizza Boxes
- Plastic Bags
- Styrofoam

**Moving out?** Please leave the tote bag with your belongings. Condition for the next resident.

**QUESTIONS?** Call 818-548-3916 or visit [GlendaleRecycles.com](http://GlendaleRecycles.com)

**TOTE BAG CLEANING INSTRUCTIONS:** Wipe clean with a soft cloth or rinse the inside. Use mild detergent and hang dry. Do not place in the washer or dryer.

**Recycling is as easy as 1, 2, 3**

Use your REUSABLE recycling tote bag from the City of Glendale's recycling program to separate your recycling from waste. **Let's Recycle right!**

- 1 Make sure the item is recyclable
- 2 Place all approved recyclables in your tote bag
- 3 Empty your tote bag into the recycling cartons outside

**Recycle These:**

- Cardboard
- Metal
- Paper
- Plastic

**NOT Recyclable:**

- Coffee Cups
- Food Soiled Paper
- Medical Waste
- Plastic Bags
- Styrofoam

**Keep the tote bag directly next to your trash can for recycling - more convenient! Do not throw the tote bag away - it's reusable!**

**QUESTIONS?** Call 818-548-3916 or visit [GlendaleRecycles.com](http://GlendaleRecycles.com)

**STOCK UP! STOCK UP! STOCK UP!**

**A RECYCLING MESSAGE GOES IN HERE.**  
This could be a slider with a few messages or just one.

**We've got recycling IN THE BAG, DO YOU? Take the quiz!**

**Why We Recycle**  
When we all work together to pitch in and recycle right, everyone in our community benefits. Recycling is one of the easiest ways to reduce pollution and conserve natural resources like timber, water and minerals. By recycling, we help our community with cleaner air by reducing harmful greenhouse gases and lessens the demand for space of our local landfill.

**The Wastestream**  
The wastestream is the lifecycle of all the items you recycle or throw away - think of it as an adventure for all those used items you toss in the bin. The journey starts when you separate recyclables from waste.

The items are then picked up and transported to the Glendale Material Recovery Facility. Non-recyclable items and waste goes to a landfill, where they are disposed of responsibly.

Recyclable items are processed and given a new life.

They can be used to make books, clothes, park benches, bottles, cans or pretty much anything you can think off!

**HOW TO REDUCE WASTE**

**Reduce & Reuse**  
In fermentum mi arcu, sed voluntat dui elementum ut. Donec vehicula hendrerit. Learn more

**Reduce Household Toxics**  
In fermentum mi arcu, sed voluntat dui elementum ut. Donec vehicula hendrerit. Learn more

**Avoid Contamination**  
In fermentum mi arcu, sed voluntat dui elementum ut. Donec vehicula hendrerit. Learn more

**Donations**  
In fermentum mi arcu, sed voluntat dui elementum ut. Donec vehicula hendrerit. Learn more

**Reuse Bulk Items**  
In fermentum mi arcu, sed voluntat dui elementum ut. Donec vehicula hendrerit. Learn more

**Recycle Electronics**  
In fermentum mi arcu, sed voluntat dui elementum ut. Donec vehicula hendrerit. Learn more

**Other resources**

- In et posuere felis. Sed eget mi eget felis vulputate volutpat. Suspendisse in leo ac ligula varius.
- Temporibus autem quibusdam etiam nostrum risus.
- Etiam rhoncus semper. Phasellus convivia sed enim quis dapibus.
- Phosseilus nec hendrerit lectus.
- Curabitur aliquet tristique varius.
- Pellentesque purus risus, varius in lectus

# LOS ANGELES ZOO MASTER PLAN

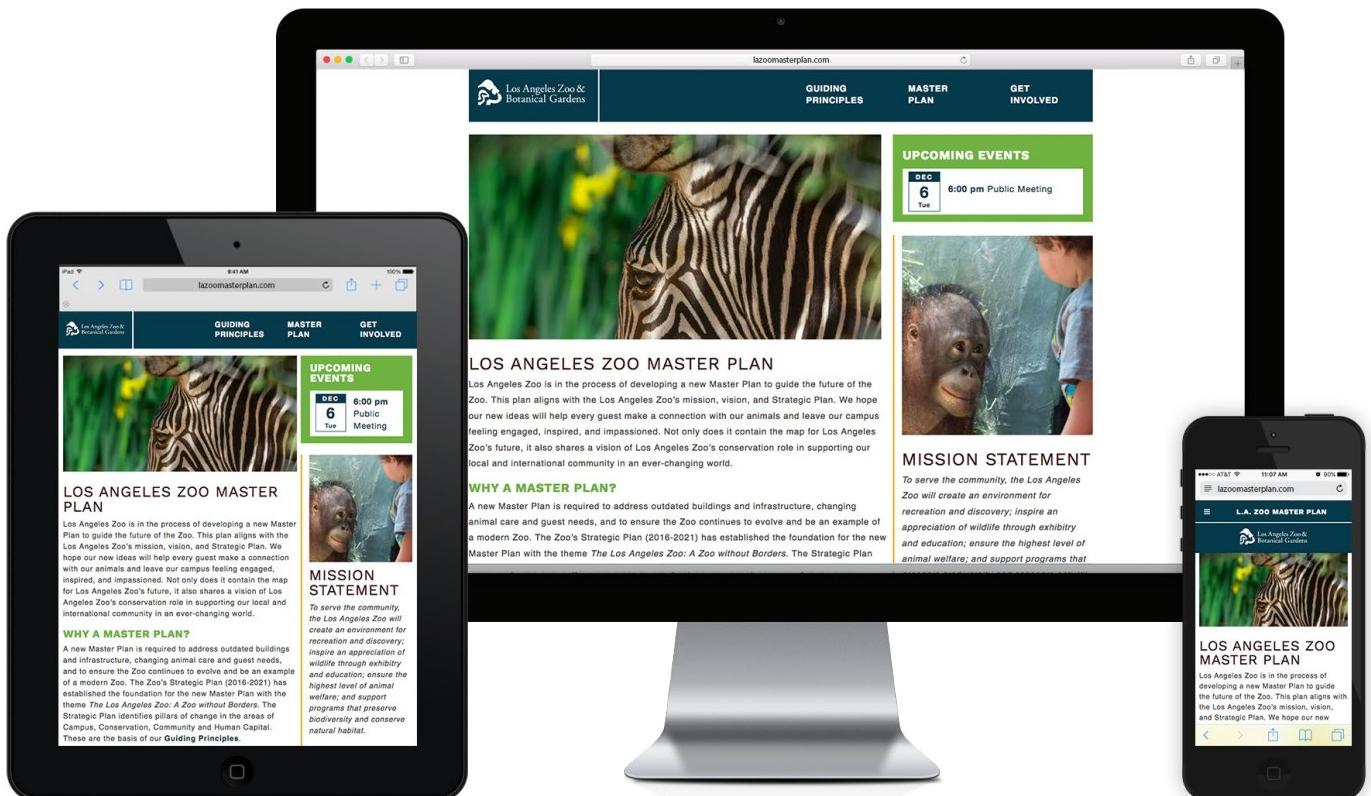
## Logo and Web Design

A new Master Plan for the Los Angeles Zoo is being developed to address outdated buildings and infrastructure, changing animal care and guest needs, and to ensure the Zoo continues to evolve and be an example of a modern Zoo. The Zoo, and its staff, aimed to gain public feedback during the plan development process. To reach a wide and diverse public audience, the design team hired Circlepoint to create a simple project logo and website.

The project website provides visitors with an understanding of a Master Plan, how a Master Plan is developed, and the work required to create a new Master Plan for the Zoo. The website features custom illustration, high-quality imagery, user-friendly navigation, and mobile responsiveness. Those who visit the site have multiple platforms to provide feedback and engage with the project by leaving comments, signing up for email alerts, and completing an online survey. All comments and information received through the survey help to inform the development of the Master Plan.

Circlepoint launched the project website prior to deadline, which allowed Zoo staff to present the live site at the first public meeting. More than 100 people submitted comments and have signed up to receive regular project updates through the website. The website will serve as the central source for public information throughout the course of the project.

The screenshot shows the desktop version of the website. At the top, there's a dark header with the Los Angeles Zoo & Botanical Gardens logo, followed by three menu items: GUIDING PRINCIPLES, MASTER PLAN, and GET INVOLVED. Below the header is a large image of a zebra's head and neck. To the right of the image is a section titled "LOS ANGELES ZOO MASTER PLAN" with a detailed paragraph about the plan's purpose and alignment with the zoo's mission. Further down are sections for "UPCOMING EVENTS" (listing a "6:00 pm Public Meeting" on December 6th), "MISSION STATEMENT" (with a quote about creating an environment for recreation and discovery), and "GUIDING PRINCIPLES". On the left side of the main content area, there are two small images: one of a child interacting with a jaguar and another of a turtle. The right side also contains sections for "CONSERVATION AND CARE", "ANIMAL CONSERVATION", and "ANIMAL CARE". At the bottom right, there's a "SIGN UP FOR UPDATES" form and a "COMMENT FORM".



# OAKLAND SHINES

## Brand Concept and Campaign Implementation

The City of Oakland developed an energy efficiency program targeting the 1,300 commercial properties in the city's 120-block downtown Partnership. The program aimed to make advanced energy technologies affordable to all businesses—from storefront retail in Chinatown to high-rises near Lake Merritt and mixed-use complexes in Oakland's Gold Coast neighborhood—resulting in highly energy efficient buildings, reduced energy consumption, and significant cost savings.

Circlepoint played a key role in supporting the strategic planning and implementation of the overall marketing plan and framework for the Oakland Shines project. We developed the Oakland Shines brand identity and messaging, consistent with Energy Upgrade California and the City of Oakland's sustainability initiatives. We also identified potential program partners and champions to help with early adoption of the program.

We developed templates for a wide range of communications materials, including a triptych display board for use at community events, a PowerPoint template and messaging for speaker's bureau presentations, an inventory of components for a media kit, a detailed prospectus for potential partners and sponsors, and criteria for a friendly competition between 20 buildings in downtown Oakland.



APRIL 8-14, 2011 | ADVERTISING SUPPLEMENT

**SAN FRANCISCO Business Times**

# Oakland BUILDING GREEN BUSINESS

Oakland's concentration of green buildings and industries makes it one of the nation's greenest cities

Oakland Shines energy efficiency crew and Mayor Jean Quan visit Chinatown businesses. From left to right are Martin Bond, Mayor Quan, Eric Gutfreisch, Joanna Perez-Green, and Jessica Seaford.

**ON THE INSIDE:**

- Oakland Shines New energy source support and incentives for downtown businesses 4
- Green Businesses Flock to Oakland Solar Millennium, Build It Green, Renewable Funding join Oakland's Negawatt Alley 10
- Excitement in Oakland Meet Mayor Quan 3 Interest Free Financing 9 Hop on the Free B 12 Electric Vehicles 13 Joel Makower Q&A 15 And more...

**OAKLAND SHINES NEIGHBORHOOD Broadway City Center**

**Description of Neighborhood**

Hendrer enim ver sum nusto corono colon ute do eugait et pratum zrfit, quam verasta odolore magnim Ad te dolore tatum dit irit lutpat, sim am do duplum clorper assequam zrillaneet nit atut at. Ex ero odolore raeest te feugat uerinc ese magna facil erat. Ros nonsequ amconced diat verci eugait et iurine duplum lutat wisi to commod to ea alit aut am.

**SOLUTION Technologies Used**

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Hendrer enim ver sum nusto zrfit, quam verasta odolore lutpat, sim am do duplum c at. Ex ero odolore raeest te feugat uerinc ese magna facil erat. Ros nonsequ amconced diat verci eugait et iurine duplum lutat wisi to commod to ea alit aut am.

**SAVINGS TABLE**

TITLE OF TABLE	###	###	###
###	###	###	###
###	###	###	###
###	###	###	###
###	###	###	###

**RESULTS**

**Overall Energy Saved**

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**Spotlight on Businesses Participating in Program**

Hendrer enim ver sum nusto corono colon ute do eugait et pratum zrfit, quam verasta odolore magnim Ad te dolore tatum dit irit lutpat, sim am do duplum clorper assequam zrillaneet nit atut at. Ex ero odolore raeest te feugat uerinc ese magna facil erat. Ros nonsequ amconced diat verci eugait et iurine duplum lutat wisi to commod to ea alit aut am.

**How We're Helping Oakland Shine**

Olorper assequam zrillaneet nit atut at. Ex ero odolore raeest te feugat uerinc ese magna facil erat. Ros nonsequ amconced diat verci eugait et iurine duplum lutat wisi to commod to ea alit aut am.

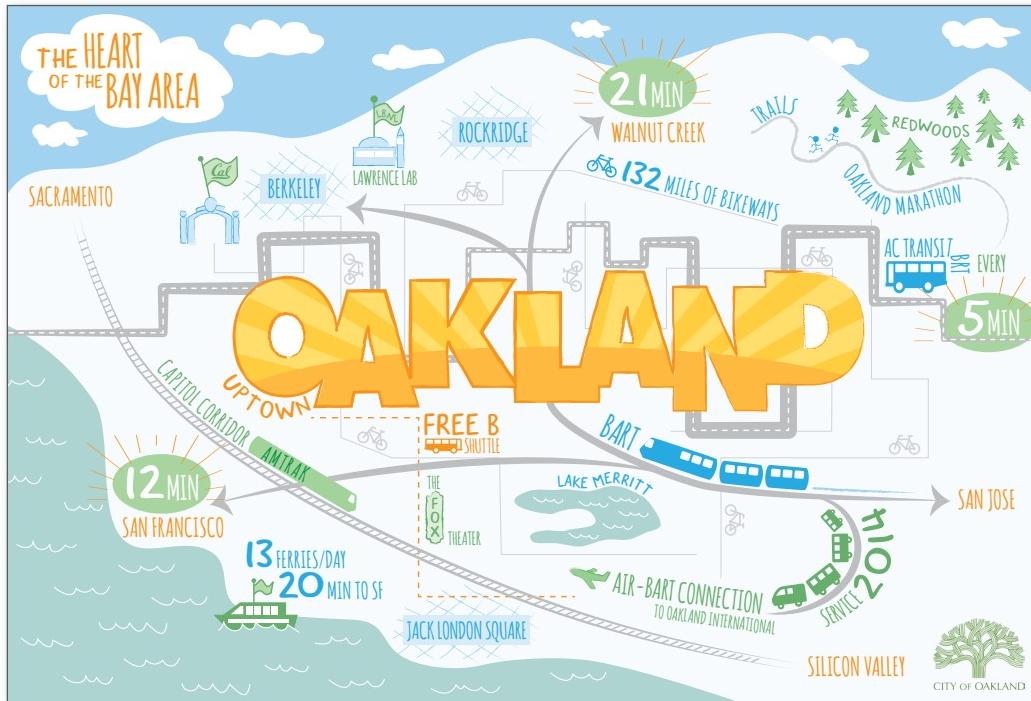
Nostro corono colon ute do eugait et pratum zrfit, quam verasta odolore magnim Ad te dolore tatum dit irit lutpat, sim am do duplum clorper assequam zrillaneet nit atut at. Ex ero odolore raeest te feugat uerinc ese magna facil erat. Ros nonsequ amconced diat verci eugait et iurine duplum lutat wisi to commod to ea alit aut am.

**For More Information**  
WEB: oaklandsenes.com  
CALL: 877.304.6133

# RECENT GRAPHIC DESIGN, CITY OF OAKLAND

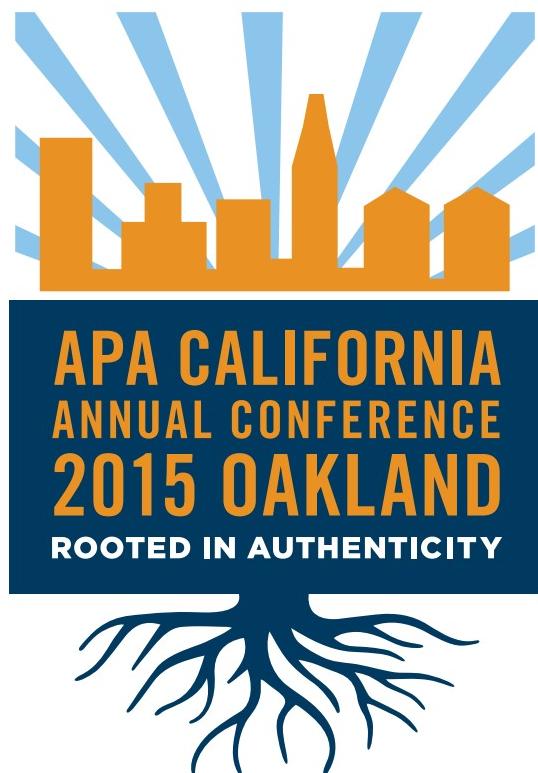
Custom Illustration and Identity

"The Heart of the Bay Area" Graphic



In 2013, the City of Oakland hired Circlepoint to develop a custom illustration to feature in the "Oakland Building Green Business" advertising supplement of the *San Francisco Business Times*. Working collaboratively with the City, our creative team designed the graphic to showcase the excellent transportation options available to people living and working in Oakland. The graphic accompanied a letter from Mayor Jean Quan that described the benefits of moving or starting your business in Oakland.

Logo Design for 2015 APA Conference



Our talented graphic designer, Amie Krager, submitted the winning entry for the APA Northern California Annual Conference Logo Design Competition 2015.

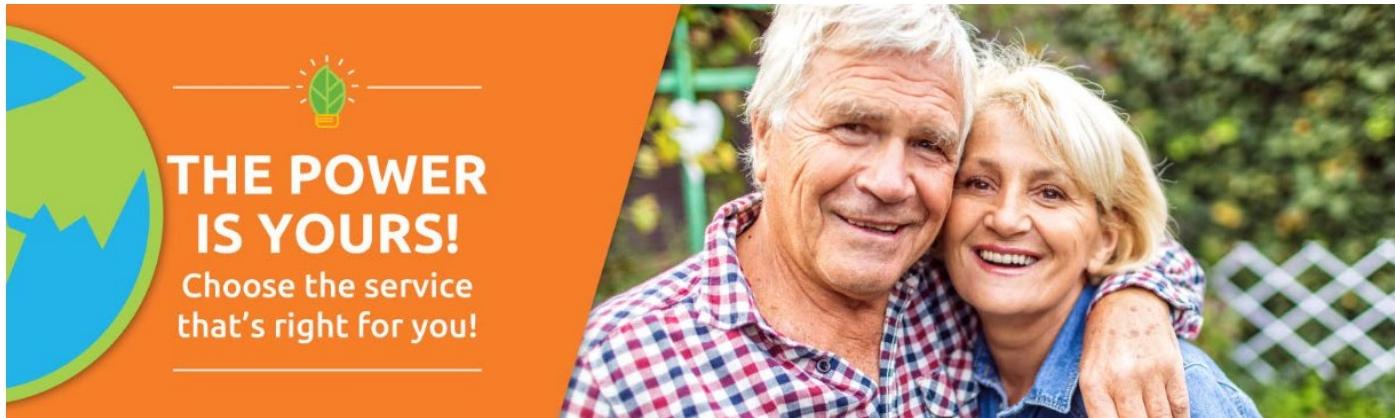
The concept behind the design was to showcase the Oakland skyline while emphasizing the city's solid roots in the Bay Area. The colors communicate a sense of urban action and rays symbolize the potential and growth of the community.

*"Amie and Sarah have got to be some of the best designers with whom I've ever worked... Both Sarah and Amie are true professionals with an amazing design eye. We love the logo and know it will be a big part of our success next year."*

—Erik Balsley, APA California, Northern State Conference Co-Chair (2013-2015)

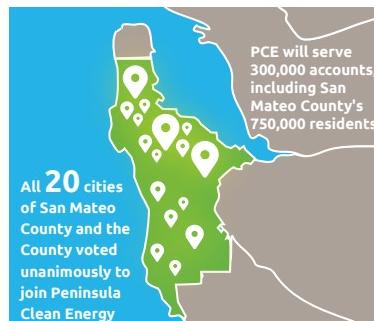
# PENINSULA CLEAN ENERGY

Branding and Website Design



San Mateo County's Office of Sustainability (OOS) manages a variety of sustainability related projects and programs, including the operations for Peninsula Clean Energy (PCE), the community choice aggregation (CCA) program. The OOS hired Circlepoint to create branding, graphic design, and web design development services in support of PCE. In addition to these services, Circlepoint has developed a full marketing and communications plan to educate the public about the program before the October 2016 launch. This includes developing graphics and outreach materials, such as brochures, factsheets, flyers, PPT presentation templates, e-blast templates, and social media assets.

Circlepoint developed other assets for use across multiple mediums, like an animated Public Service Announcement to explain how PCE works and its benefits to the public, a photo and video shoot to gather testimonials from members of the community, and detailed tool kits for staff and other program supporters to use during grassroots outreach and marketing efforts. The campaign exceeded expectations on all fronts and the current opt-out rate for the program is less than 1%. Please see the attached case study to learn more about how we achieved the client's goals.



Peninsula Clean Energy is the right choice for us because its renewable, affordable, and reliable.

## We are Peninsula Clean Energy Coming October 2016!

For the first time ever, you'll have a choice in where your electricity comes from! Peninsula Clean Energy (PCE) will provide electricity to energy customers in San Mateo County with the reliability that you expect at competitive prices, while offering economic and environmental benefits.

Peninsula Clean Energy provides multiple electricity options, each with a different amount of energy from renewable resources to help reduce greenhouse gases.

You're also boosting the local economy because excess profits will be reinvested in the community in the form of innovative energy projects and other programs, which can create new jobs!



### Why choose PCE?

- \*Competitive rates
- \*Increased options and choice
- \*More renewable power
- \*Local control
- \*Meet local climate action goals

 Learn more at [PeninsulaCleanEnergy.com](http://PeninsulaCleanEnergy.com)

 [Facebook.com/PenCleanEnergy](https://www.facebook.com/PenCleanEnergy)  
 [Twitter @PenCleanEnergy](https://twitter.com/PenCleanEnergy)  
 [LinkedIn.com/company/PenCleanEnergy](https://www.linkedin.com/company/PenCleanEnergy)

# PROPOSED BUDGET

Please consider this budget a starting point for discussion. As we learn more about the Fashion Districts specific needs we can better tailor our estimate to meet them.

Tasks	Rates	\$ 140	\$ 165	\$ 95	\$ 125	\$ 120	\$ 100	Total Dollars
<b>Task 1: Brand Development</b>								
Project Kick-Off (branding and website)	4.00	8.00	-	2.00	-	-	-	\$ 14.00 \$ 2,130.00
Discovery - Brand Survey, Audit, Stakeholder Interviews, Visioning Workshop	12.00	16.00	24.00	-	6.00	-	-	\$ 58.00 \$ 7,320.00
Creation - Brand Strategy, Logo Development	8.00	16.00	12.00	-	36.00	-	-	\$ 72.00 \$ 9,220.00
Development - Template Materials, Brand Guidelines	4.00	4.00	-	-	16.00	12.00	-	\$ 36.00 \$ 4,340.00
<b>Subtotal Task 1: Brand Development</b>	<b>28.00</b>	<b>44.00</b>	<b>36.00</b>	<b>2.00</b>	<b>58.00</b>	<b>12.00</b>	<b>180.00</b>	<b>\$ 23,010.00</b>
<b>Task 2: Website Design and Development</b>								
Discovery - Requirements Gathering, Production Schedule	5.00	1.00	-	4.00	-	-	2.00	\$ 12.00 \$ 1,565.00
Planning - Content Matrix, Sitemap, Wireframes	10.00	1.00	16.00	2.00	-	-	6.00	\$ 35.00 \$ 3,935.00
Creation - Visual mockups (desktop and mobile)	5.00	4.00	-	4.00	24.00	-	8.00	\$ 45.00 \$ 5,540.00
Development - HTML, Database, CMS	4.00	-	4.00	25.00	-	-	60.00	\$ 93.00 \$ 10,065.00
Testing - Beta site, QA/QC	2.00	-	4.00	12.00	-	-	6.00	\$ 24.00 \$ 2,760.00
Launch - SEO, Training Session and Materials	2.00	-	1.00	4.00	-	-	8.00	\$ 15.00 \$ 1,675.00
<b>Subtotal Task 2: Website Design and Development</b>	<b>28.00</b>	<b>6.00</b>	<b>25.00</b>	<b>51.00</b>	<b>24.00</b>	<b>90.00</b>	<b>224.00</b>	<b>\$ 25,540.00</b>
<b>Task 3: Optional - Brand Launch</b>								
Roll-out Plan	8.00	4.00	12.00	-	-	-	-	\$ 24.00 \$ 2,920.00
Launch Materials Design (poster, mailer, buttons, tote bag, 3 social/email graphics)	4.00	4.00	4.00	-	20.00	9.00	-	\$ 41.00 \$ 4,900.00
<b>Subtotal Task 3: Optional - Brand Launch</b>	<b>12.00</b>	<b>8.00</b>	<b>16.00</b>	<b>-</b>	<b>20.00</b>	<b>9.00</b>	<b>65.00</b>	<b>\$ 7,820.00</b>
<b>Labor Subtotal</b>	<b>68.00</b>	<b>58.00</b>	<b>77.00</b>	<b>53.00</b>	<b>102.00</b>	<b>111.00</b>	<b>469.00</b>	<b>\$ 56,370.00</b>
<b>Labor Contingency</b>							<b>\$ -</b>	
<b>Total Labor</b>							<b>\$ 56,370.00</b>	
<b>ODCs</b>								
Fax/phone/messenger/overnight								\$ 100.00
Travel								\$ 1,000.00
Web and Domain Hosting (12 months)								\$ 300.00
<b>Total ODCs</b>								<b>\$ 1,400.00</b>
<b>TOTAL</b>								<b>\$ 57,770.00</b>

## Assumptions

Period of performance = 12 months

Up to 3 Rounds of review on all deliverables

Assume in-person kick-off meeting, and visioning workshop, all other meetings via webinar/screenshare

Brand Templates include: business card, letterhead, presentation template and social media profile/header graphic

Client will be responsible for all production costs for signage and other printed materials

Website assumes new site developed with Wordpress CMS, with a maximum of 30 pages, hosted by Circlepoint for 12 month-period  
Website assumes client will lead content development, Circlepoint will assist with organization, refinement and migration

FOR ADDITIONAL INFORMATION PLEASE CONTACT  
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